



Pyke: put on weekend-long events

Yorkshire & North East

Bay Horse, Lindley, West Yorkshire

Licensee Stephen Pyke almost left the pub trade 18 months ago when spiralling costs and overheads threatened to engulf his business. Instead of knuckling under, Pyke conducted a total reassessment of the Bay Horse's customer offering, which has led the Enterprise Inns outlet down a completely different and successful route.

A totally new approach to entertainment, aimed at giving the business a unique selling point, has

resulted in a packed pub on most nights of the week and a dramatic upturn in its financial fortunes. Live music nights, discos, karaoke, quizzes and themed music events have helped put the pub at the centre of the local scene.

New customers were also attracted in their droves by comprehensive Sky TV coverage and a series of highly successful themed weekend-long events.

Pyke says: "We have done

everything ourselves to keep costs down, so we've benefited entirely through our own efforts. Now, there is something for everyone at the pub and our customer base has become fantastically widespread.

"One of our best events was a themed *Italian Job* – special drinks served with Italian food.

"We have become a focal point of the community and a pub where people know there is something different going on."